

CREATIVE BRIEF

BRAND NAME: ALPINE

ISSUED BY: C. Abbruscato

PROJECT TITLE: 1994 Direct Mail Program
(Mailing #4)

DATE ISSUED: May 12, 1994
June 7

I. STATEMENT OF PURPOSE:

During August, Alpine will deliver the third wave of a comprehensive defensive and offensive direct mail program to all 1992 and 1993 program responders.

The purpose of this mailing is two-fold:

- 1) To help maintain current Alpine smokers in the franchise, particularly the alternate purchasers
- 2) To develop a relationship with the competitive smokers and ultimately have them switch to Alpine

II. PROGRAM OBJECTIVES:

Overall:

- To remind smokers (particularly competitive smokers) of Alpine's EDLP, as well as reasons beyond price to purchase Alpine (i.e. "Mountain Fresh" menthol taste)
- Encourage purchase continuity

Defensive:

- To reward our current franchise

Offensive:

- To incent competitive recipients into making an Alpine purchase

III. PROGRAM STRATEGIES:

Defensive:

- Deliver a catalog containing merchandise available for free with pack UPCs and P&H (this will be forwarded at a later date):
 - Long sleeve henley (white with green Alpine branding) 35 pack UPCs
 - Nylon Duffle Bag (green) 60 pack UPCs
 - Windbreaker (in inventory from previous program) 70 pack UPCs
- Deliver (2) \$1.00 OFF CARTON coupons (Expire 11/30/94 and 12/31/94)

Offensive:

- I. Competitive Smokers with Alpine in Consideration Set and/or Previous Brand:
 - B2 G1F (Expires 11/30/94)
 - B3 G2F (Expires 12/31/94)
 - \$2 OFF CARTON (Expires 1/31/94)
- II. All Other Competitive Smokers:
 - B1 G1F (Expires 11/30/94)
 - B2 G1F (Expires 12/31/94)
 - \$2 OFF CARTON or 5 PACKS (Expires 1/31/94)

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IV EXECUTIONAL GUIDELINES:

- **Communication Points:**
 - Branding
 - Remind consumers of Alpine's EDLP and reasons beyond price to purchase Alpine
 - Expiration dates on coupons should be highlighted in some manner
- **Creative Points:**
 - Utilize "Mountain Fresh" theme
 - Pursue interesting outer envelope treatments
 - Design to enable coding for coupon and continuity items (order form)

V TIMING:

Layouts w/copy: w/o 6/20/94
Mail: 8/29/94

VI BUDGET:

\$1.40 per name (defensive)
\$0.55 per name (offensive)

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